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PROJECT	CLIENT	DATE	ROUND	PAGE
MA FASHION LOOKBOOK	WSA	30.10.15	ONE	2

MA FASHION LOOKBOOK

Aims/purpose:

- + Showcase students work
- + Engage with industry professionals and editors
- + Recruitment for the course
- + Advertise the University

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Concept 1

Postcard booklet

- + Each student will have two postcards with a selection of their images and 150 words on the back to describe the process behind each collection.
- + The postcards would have perforated edges, allowing people to either keep the set as a book or tear out their favourites.
- + Interaction and engagement - image led content.

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Concept 1 - Mock ups



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Concept 1 - Mock ups



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Concept 1 - Mock ups



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Concept 2

Layering

- + Experimenting with techniques such as layering, overprint, colour or stickers that overlay other photography from the same collection.
- + Image led spreads with bold and clean typography.
- + Playing with portion and sizes so each spread is different and less repetitive.

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Concept 2 - Mock ups

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Concept 2 - Mock ups



Junyi Liu

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Concept 3

Editorial

- + A traditional lookbook.
- + Inspired by current fashion magazine/editorial layouts and spreads.
- + Simple, structured and accessible.

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Concept 3 - Mock ups

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JUNNY ZIU



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